

FOR IMMEDIATE RELEASE

## **WHAT DO YOU DREAM ABOUT?**

Tommy Hilfiger Study Finds That Adults Dream About Money, Romance and Their Careers

NEW YORK, N.Y. – February 11, 2008 – Tommy Hilfiger commissioned Harris Interactive® to conduct a survey among U.S. adults about their “Dreams” to coincide with the launch of his new fragrance Dreaming. According to the recent survey, 50% of American adults believe they need money to make their dreams come true. When asked about their “ultimate dream,” money appears to be an important factor in working to fulfill those dreams. Most frequently, adults describe their ultimate dream as “having a money tree” (27% of adults) or “being able to travel the world,” (22% of adults).

When asked to describe their “dream” day, women spoke of “shopping with no spending limit” (31% of women), while men wanted to have access to their own plane with a pilot to take them anywhere in the world (22% of men).

So how do Americans plan on making the money to fulfill their dreams? One of the most popular dream jobs is working in “entertainment” (30% of adults, 46% of 18-34 year old women), most likely because this field would not only be fun, but provide the means with which to realize their dreams.

Not all dreams are financially oriented, however. Americans do have a philanthropic streak as well, describing their dream legacy as “being a good Samaritan” (32% of adults) or “helping the world” (20% of adults).

In addition to money, romantic dreams are very common. Both men and women describe their spouse or significant other as the woman or man of their dreams (37% of adult men and 38% of adult women).

So whether your dreams are about love, adventure, fortune or fame, dreaming is a very personal and intimate experience. Tommy Hilfiger celebrates this concept and captures this intimacy in the new women’s fragrance, Dreaming.

For more information on Dreaming by Tommy Hilfiger, please visit: [www.dreamingaboutyou.com](http://www.dreamingaboutyou.com).

## **Methodology**

This survey was conducted online with the United States by Harris Interactive on behalf of Tommy Hilfiger Toiletries Fragrances between September 6 and 10, 2007 among 2,542 adults. Results were weighted as needed for age, sex, race/ethnicity, education, region and household income.

Propensity score weighting was also used to adjust for respondents' propensity to be online. All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading.

All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the U.S. adult population. Because the sample is based on those who agreed to be invited to participate in the Harris Interactive online research panel, no estimates of theoretical sampling error can be calculated.

### **About Tommy Hilfiger**

Tommy Hilfiger Group designs and markets men's and women's sportswear, jeanswear, and childrenswear. The Company also offers an array of related apparel, accessories, footwear, fragrance, and home furnishings. The Company's products can be found in leading department and specialty stores throughout the United States, Canada, Europe, Mexico, Central and South America, Japan, Hong Kong, Australia and other countries in the Far East, as well as within Tommy Hilfiger's own stores, in the United States, Canada and Europe.

Since 1995, Tommy Hilfiger Toiletries has produced fragrances and body products that reflect the all-American lifestyle themes of designer Tommy Hilfiger. It is part of The Aramis and Designer Fragrance division of The Estée Lauder Companies, which creates and markets fine and designer fragrances and skin care. The Estée Lauder Companies is one of the world's leading manufacturers and marketers of quality skin care, makeup, fragrance, and hair care products.

### **About Harris Interactive**

Harris Interactive is the 13th largest and one of the fastest-growing market research firms in the world. The company provides innovative research, insights and strategic advice to help its clients make more confident decisions which lead to measurable and enduring improvements in performance. Harris Interactive is widely known for The Harris Poll, one of the longest running, independent opinion polls and for pioneering online market research methods. The company has built what it believes to be the world's largest panel of survey respondents, the Harris Poll Online. Harris Interactive serves clients worldwide through its North American, European and Asian offices, and through a global network of independent market research firms. More information about Harris Interactive may be obtained at [www.harrisinteractive.com](http://www.harrisinteractive.com).

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